



UNIVERSITA'
DI PAVIA

Business Models in Service Oriented Infrastructures

Prof. Erich Schikuta

**Dept. of Knowledge and Business Engineering,
University of Vienna**

Abstract - Nowadays it can be learned from the developments in the IT market that there is a shift in the source of profits, from sales of products to the provision of on-demand services. This leads to the need for new business models, building on application and resource sharing.

The presentation starts with an overview of the actual state-of-the-art in the European research landscape and the goals of the 7th Framework programme of the EC and continues with findings of the BiG project, which had the objective to understand the possibilities and needs of doing business in the Grid infrastructure.

Based on this analysis a vision of new business models in a Service Oriented Infrastructure is presented and the different research aspects in this area of the BIS group of the University of Vienna are described, which aim for the development of methods, techniques, and architectures to allow for an infrastructure for the automated and autonomous building of business processes between virtual enterprise organisations.